

SHIKSHAN PRASARAK MANDALI'S
PRIN. L.N. WELINGKAR INSTITUTE OF MANAGEMENT DEVELOPMENT & RESEARCH
("Welingkar Institute")

TENDER NOTICE

Notice is hereby given to invite the requisite information in a sealed envelope as a part of bid for **Selection of Digital & Social Media Marketing Partners to generate leads for admission of students to various programs on Return on Investment (ROI) basis as well as enhance & build brand, for Welingkar Institute.**

Job Requirement:

- 1) To develop and execute Digital Marketing Strategies to generate leads using platforms such as Google, FB, and Organic sources.
- 2) Strategize and manage various lead nurture campaigns so as to convert these leads into sales.
- 3) To connect and generate measurable results by delivering a content marketing strategy that aligns with institute's target audience and delivers sales-ready leads.
- 4) To regularly generate relevant content such as blogs, videos and other formats for populating various consumer platforms across digital.
- 5) Setting up & maintaining social media platforms such as Facebook, Twitter, Youtube, Slideshare, etc and creating content for engagement as well as ongoing management of these platforms.
- 6) Monitoring social media conversations and responding to the same.
- 7) The selected agency will be responsible for all the content, creative and communication done across Social Media platforms from the official accounts of 'Welingkar Institute'.
- 8) On and off-page Search Engine Optimization, i.e. make sure institute ranks high in search engine results.
- 9) Must have experience in building social media communities across Facebook, Twitter, Instagram, LinkedIn, YouTube, etc. and blogger networks with the goal of engaging your customers and driving business results.
- 10) Maintaining a Lead Automation System with a multi-user ability to track funnel-movement across all stages of the lead-to-sales cycle.
- 11) Shall provide all ongoing necessary website maintenance, bandwidth, networking any other technical support as required.
- 12) Shall work closely with the Call Center to ensure sync between marketing and sales in terms of lead data collection, sales scripts, lead segmentation, lifecycle etc.
- 13) The selected agency shall ensure that there is uniform communication across all the Digital Platforms and if required will sync/replicate the Offline Communication and Campaigns on Digital Media.
- 14) To submit daily /weekly/monthly campaigns report, lead analytics & lead optimization strategies.
- 15) Measurement and reporting of all activities, their impact and further plans at regular interval.

Necessary documents to be submitted along with the requisite information:

- A. Details of the infrastructure, manpower at the central team.
- B. Documentary evidence of experience in building ROI-driven search based lead generation programs with limited budgets and territorial spread.
- C. Documentary evidence of experience in building social media communities with the goal of engaging your customers and driving business results.
- D. Documentary evidence about experience of working with Education sector for at least Five (5) consecutive years.
- E. Details of address for the purpose of communication and documentary proof of address.
- F. Brief profile of the bidder/participant
- G. Estimate of monthly budget required and expected leads, ROI as well as quantum of social media activities planned to be handled on every month.

Date and Time for submission of requisite information and necessary documents:

From 22/05/2017 to 31/05/2017 between 10.00 am to 06.00 pm with the above requisite information with necessary documents shall be submitted at: PG(DLP) Department, Prin. L.N. Welingkar Institute of Management Development and Research, L.Napoo Road, Matunga Central, Mumbai 400 019.

Welingkar Institute will not be responsible for delay/loss or non-receipt of requisite information / necessary documents sent or forwarded by the bidder / participant at the above address.

A written intimation will be given to selected bidders/participants on the addresses provided by them. Such written intimation to selected bidders will be given by the Welingkar Institute within 10 (Ten) days from the last submission date of requisite information and the necessary documents. Bid process documents will mainly contain the additional technical qualifications and commercial bid. The eligible bidders/participants are required to submit a demand draft of Rs. 50,000/- in the name of "Welingkar Institute of Management Development and Research".

Welingkar Institute reserves the right to reject any and all the bids in whole or in part without assigning any reason.

Sd/-
Group Director